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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/734,295

12/11/2000

George Bradley Hobbs

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3877

7590

07/29/2004

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P.O.Box 272400
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EXAMINER

EBRAHIMI DEHKORDY, SAEID

ART UNIT

PAPER NUMBER

2626

DATE MAILED: 07/29/2004

4

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/734,295

Applicant(s)

HOBBS, GEORGE BRADLEY

Examiner

Saeid Ebrahimi-dehKordy

Art Unit

2626

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-28 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1-28 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on ____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. ____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____. |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date <u>2,3</u> . | 6) <input type="checkbox"/> Other: ____. |

DETAILED ACTION

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1-28 are rejected under 35 U.S.C. 102(e) as being anticipated by Zehr et al (Pub. No.: US 20010025274 A1)

Regarding claim 1, 11 and 19 Zehr et al disclose: A method of processing a print job of a customer and including advertising with the print job (please note Fig.2 items 26, 66 and 44) the method comprising the steps of: defining a print processing system controller having a plurality of advertisements registered therewith (please note Fig.2 and Fig.11, page 7 paragraph 0068-0071 where the advertisements are being registered and tabled) defining a network communication link between the customer and the print processing system controller (please note Fig.1 and 2 the way mail sender is communicating through the network to the advertisements and LPFs, page 2 paragraph 0027 through 0032), receiving a data file for the print job from the customer at the print processing system controller via the network communication link (please note Fig.2, items 26, 34 and 66 where the received email or (data file) is received by the communication link to POD and AD compiler, page 2 paragraph 0030 through 0033)

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and associating at least one of the advertisements with the print job based on the data file for the print job (please note Fig.2&4 page 3 paragraph 0039 through 0040).

Regarding claim 2,12 ,21 and 27 Zehr et al disclose: The method of claim 1, wherein the step of defining the network communication link includes defining an Internet communication link between the customer and the print processing system controller (please note page 2 paragraph 0030).

Regarding claim 3, and 22 Zehr et al disclose: The method of claim 1, wherein the step of associating the at least one of the advertisements includes processing the data file for the print job and determining from the data file a content of the print job (please note page 4 paragraph 0040 lines 20-31).

Regarding claim 4,14 and 23 Zehr et al disclose: The method of claim 3, wherein each of the advertisements have a profile associated therewith, and wherein the step of associating the at least one of the advertisements includes comparing the content of the print job with the profile of the advertisements (please note page 4 paragraph 0040).

Regarding claim 5, 13 and 24 Zehr et al disclose: The method of claim 4, wherein the step of associating the at least one of the advertisements includes associating the at least one of the advertisements with the print job if the content of the print job coincides with the profile of the at least one of the advertisements (please note page 5 paragraph 0047).

Regarding claim 6 Zehr et al disclose: The method of claim 1, further comprising the step of: printing the print job (please note Fig.2 item 44 where the mail object is printed, page 2 paragraph 0025) and wherein the step of associating the at least one of

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the advertisements includes printing the at least one of the advertisements with the print job (please note page 7 paragraph 0073).

Regarding claim 7,15 and 25 Zehr et al disclose: The method of claim 6, wherein the step of associating the at least one of the advertisements includes querying the customer for approval of associating the at least one of the advertisements with the print job and receiving a response thereto, and wherein printing the at least one of the advertisements includes printing the at least one of the advertisements with the print job if the response is favorable (please note page 2 paragraph 0031).

Regarding claim 8 and 16 Zehr et al disclose: The method of claim 1, further comprising the step of: registering the advertisements with the print processing system Controller (please note page 7 paragraph 0068 through 0071).

Regarding claim 9,17 and 26 Zehr et al disclose: The method of claim 8, wherein the step of defining the network communication link includes defining the network communication link between at least one advertiser, the customer, and the print processing system controller (please note Fig.2 items 26,66 and 44, page 2 paragraphs 0027 through 0032) and wherein the step of registering the advertisements includes registering at least one advertisement of the at least one advertiser with the print processing system controller via the network communication link (please note page 7 paragraphs 0068 through 0073).

Regarding claim 10 and 18 Zehr et al disclose: The method of claim 8, wherein the step of registering the advertisements includes storing the advertisements and

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wherein the step of associating the at least one of the advertisements includes retrieving the at least one of the advertisements (please note page 7 paragraph 0070).

Regarding claim 20 Zehr et al disclose: The system of claim 19, wherein the print processing system controller is configured to communicate with the customer via a network communication link (please note Fig.2 items 26,34,66 and 44) and wherein the print processing system controller is adapted to receive the data file for the print job from the customer via the network communication link (please note page2 paragraph 0027 through 0030).

Regarding claim 28 Zehr et al disclose: The system of claim 19, further comprising: a print processing data storage system configured to communicate with the print processing system controller and store the advertisements therein (please note page 7 paragraph 0070).

Contact Information

- Any inquiry concerning this communication or earlier communications from the examiner should be directed to *Saeid Ebrahimi-Dehkordy* whose telephone number is (703) 306-3487.

The examiner can normally be reached on Monday through Friday from 8:00 a.m. to 5:30 p.m. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kimberly Williams, can be reached at (703) 305-4863.

Any response to this action should be mailed to:

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Assistant Commissioner for Patents

Washington, D.C. 20231

Or faxed to:

(703) 872-9306, or (703) 308-9052 (for **formal** communications; please mark

"EXPEDITED PROCEDURE")

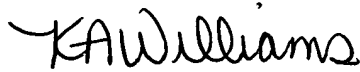
Or:

(703) 306-5406 (for **informal** or **draft** communications, please label "PROPOSED" or "DRAFT")

Hand delivered responses should be brought to Crystal Park II, 2121 Crystal Drive, Arlington, VA., Sixth Floor (Receptionist).

Any inquiry of a general nature or relating to the status of this application should be directed to the Group Receptionist whose telephone number is (703) 305-4750.

Saeid Ebrahimi-Dehkordy
Patent Examiner
Group Art Unit 2626
July 12 2004


KIMBERLY WILLIAMS
SUPERVISORY PATENT EXAMINER